

VARIETY

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56 PAGES

REVIVAL UNDER THE 'L'

Chi Expo Okays Wide Open Policy, But Rules Out All Honky Tonk Ads

CHICAGO, Aug. 27. —Censorship has been torn off the Chicago Fair. Notice has gone out from headquarters that everything can run wide open and that there will be no official kickback due to contractual agreements or other clauses.

However, along with the wide open notice, the officials strictly ordered the concessionaires that the build-up must be solely by word-of-mouth and not through any printed or radio advertising.

Going along with this policy of plugging the amusement end instead of the educational is the Chicago Daily News, which at an editorial conference last week decided that the news columns of the paper will, from now on, emphasize the amusement and show business angles of the Fair rather than the scientific exhibits.

Paper has assigned five of its top writers, headed by Lloyd Lewis, chief of the amusement section, to pound out show business Fair yarns.

Latest World's Fair village to be hauled into legal entanglements and court difficulties is the Turin Village, Touristic North Africa, Inc., owner and operator of the spot. Aled action for the reorganization of the Village under the bankruptcy law. Stated liabilities estimated at \$10,000 of which \$104,000 represents construction costs and the other \$4,000 is listed for inability to meet expenses.

With jam-up of Tunisia, the list of bankruptcy villages at the Fair hops to an even quartet, the others being the Irish and Spanish Villages and the Streets of Shanghai.

Everything but the Customers in Radio City Night Club Audition

The last word in radio auditioning for a nightclub job is tomorrow (Tuesday) afternoon's rehearsal by Lud Gluskin and his orchestra in the Stratosphere nightclub, on the 65th floor of the RCA bldg. in Rockefeller Center, New York. It will be done by Gluskin and his musicians in formal evening attire.

A hand-picked assortment of 25 (Continued on page 51)

Whites in Balcony At Colored Dance

Charlotte N. C., Aug. 27. —Station WBT, Charlotte, picked up Cary Calloway and his Cotton Club orchestra while playing a dance engagement here is negroes. More than 1,900 white spectators paid ten-thirty admission to sit in the balconies of the city's primary ballroom.

Protection

Paris, Aug. 27. —Riffy Rose has invented a new tourist protector for the guileless who want to walk Paris streets unmolested.

Each time Rose hit the boulevards the first day he was here he was accosted every three feet by a goni whispering guide, sir? Would you like to see the real sights? So Rose went to the nearest bakery and bought a three foot loaf of bread. He always left the Riffs holding the bread under his arm.

They think he's a Frenchman and let him alone.

WASH. MONEY FOR SEXLESS FILMS

Hollywood, Aug. 27. —Intending to produce pictures free of sex, Washington (D. C.) money has entered the field here as a new company called Blue Ribbon Pictures.

Mariner Eccles, who was last week appointed governor of the Federal Banking System, his sister, Mrs. Flora Douglas, prominent society woman, and Charles Smead, Washington attorney, are the financial aprils behind the new company. Smead is president, Mrs. Douglas will look after the story end, and Eccles will remain more or less in the background. Bruce Merman, former laboratory man, is in charge of production.

As a starter in the plan to show that box office pictures can be made (Continued on page 42)

Aimee's 1-Niters

Aimee MacPherson left New York on a Havana cruise over the weekend to get into shape for a series of one-niters set for the evangelist by the William Morris office. She'll get guarantees plus percentage all over.

First stop for Aimee is the Monticello County Fair at Poughkeepsie, N. Y., Sept. 2. From there she goes to Montreal playing the Forum Sept. 5; then Maple Leaf Gardens, Toronto, during the Dominion exposition (11); Winter Garden, London, Oct. 1; her home town (3).

After that Aimee goes back to Hollywood, returning to the road Sept. 21 for a job at the state fair at Muskogee, Okla.

B'WAY MOVING TO SIXTH AVE.

Al Jolson in 'White Horse Inn' with Warner Bros. Backing Reopens Old Hipp in Fall—Plus Music Hall and Center with 'Waltzes,' Street Staging Strong Comeback as Important Show Lane

DEAD FOR YEARS

New York Hippodrome goes back to spectacle musical extravaganza this season with Al Jolson in the imported 'White Horse Inn.' Sixth avenue will thus become one of the most important arteries in the Times Sq. sector, at least three big show houses with important stage fodder lighting the street to try and draw patronage away from Broadway.

Hipp reopens about Christmas time. 'White Horse Inn,' starring Jolson, will be staged by Erik Charell, who staged the piece originally in Berlin, Paris and London. House will be completely rebuilt for the production, with Warner Brothers understood putting up some coin on a film-stage reciprocal deal. (Continued on page 55)

TRANSATLANTIC HOP A LA SHOW BUSINESS

Trans-Atlantic aviation with a frank show business aura is the proposed Sept. 1 flight of Salvatore Maritano and Robert Kuhn from New York to Rome.

To this end theatrical p. a. a. Marc Lachmann and Monte Pruser have been retained by the aviators' backers, with \$1,000 as retainer and a 10% interest in everything—endorsements, personal appearances, etc.—if this N. Y.-Rome flight is a success. It will be the first of its kind.

Kuhn of the flying pair is American, thus splitting the appeal for Radio-U. S. record.

Mystery

Budapest, Aug. 15.

Here's Love, musical, re-opened in one of the summer theatres, has a mysterious producer who keeps his identity a secret. People here say there's something fishy about him because his representative pays cash for everything in advance.

No such thing ever happened in a Budapest theatre before, so everybody is suspicious.

French Picture Reporters Go Into Business—And Do They Find Out!

Hissing Purity

Public manifestation in the Broadway delusory against the purity serial numbers issued by the Motion Picture Producers & Distributors of America, Inc., has taken form in recent days of concerted public hissing, as the titles are flashed.

House managers express themselves as favoring dropping the seal, preceding the feature, if that's the way their audiences regard it.

Audience comment is that the tag is an indicator that the film productions have been considerably denatured.

By ROB STERN

Paris, Aug. 27. —French film reporters and critics, who have been yelping that the industry needs reforming, got good proof of their contention when they tried to make a film themselves.

Their Association de la Presse Parisienne Cinematographique got the idea of making a picture, proceeds to go to the benefit fund. Figured that the publicity they could give it free, would put the film over easy.

Yves Mirande gave them a scenario for nothing, titled 'The Million Franc Nola,' and they got bottom prices at a studio. All they needed was an angel.

They found one, a gent named Monsieur Vincent, who ran Fulgur Film, a company nobody had ever heard of, and a bank called the Societe Generale Financiere, which nobody ever heard of either.

M. Chataigner, president of the association, film critic of Le Journal and press agent for the Paramount theatre, gave Vincent world rights to the film in exchange for \$66,000 to make the picture. Chataigner did not get cash down.

'The million francs is in the bank,' he was told.

It was all right, because Vincent brought in the raw film to the studio. He got it by calling on the (Continued on page 42)

TIN PAN ALLEY MOVES IN ON RADIO CITY

Music publishing trade is starting to set up shop in Radio City. First of the publishing firms to have leased space in this area are Witmark and Bernick. Layout consists of about 1,800 feet on the fifth floor of the RCA building, which will make the two concerns NBC neighbors. Both will move over from their present quarters in the Hollywood building on Broadway around the middle of September.

Witmark's Standard and Educational departments will also be lodged in the RCA space.

Theatres, Hotels Fight A.C. Dog Track Opposish

Atlantic City, Aug. 27. —Theatres and hotels vs. the Municipality of Atlantic City is the current battle here, with the dog races at Convention Hall in the middle of the tug of war.

The hosteling boardwalk show spots, piers, amusements, etc., are all spunking against the dog track which they claim is ruining business. The city fathers are for the leaping puppies because they hold the dog-track is taking the city out of the red.

With pari-mutuel betting legal, the amusements and catering interests hold that tourist travelers on convention tickets and budgets take in the Convention Hall usually find themselves short-fused after playing the galloping wonders.

2 More Politicians Go Show Business For Vote Ballyhoos

Hollywood, Aug. 27. —First instance of a politico conducting his campaign for re-election out of the state is the case of Nevada's junior member of Congress who has bought time on KHX here.

Top spot across the line is (Horn's 1934 water)

Philadelphia, Aug. 27. —New wrinkle in political campaigning is one being used by Attorney-General Schneider of Pennsylvania in run for Governorship. Candidate is spicing daily speeches through the state, many of them broadcast in various localities, by versions of his favorite dittie, 'Man on the Flying Trapeze,' sung in get-together chorus fashion at expense of his socially prominent opponent.

Lyrics, penned by Powers Couraud, WCAU, burlesques opponent George Earle's socialist connections and polo pony stables, in wit chorus.

He rests on his fern, 'North the wonderful trees, Discussing his platform with Flying Ponies.

They tell him he'll win with ride-culous ease! They're kidding for they mean—no noah noah!

MAY BAR FRANCHISE SALES

Scott Howe Bowen Hopes to Clear Up Tangle with Creditors' Committee Aid

By agreement with the majority of his creditors, Scott Howe Bowen has turned over the business administration of his enterprises to a committee consisting of George Storer, AHS president; Albert Corrier, gen. mgr. of WOR, Newark; Arthur B. Church, gen. mgr. of KMOB, Kansas City, and Loren Watson. Arrangement places Watson, formerly with Victor and in recent years specializing as a business builder-upper for ailing stations, in executive charge of the Bowen concern, and assigns to Bowen himself the function of scouting for new business. Watson will handle all funds and office details.

In taking over the responsibility for the operation of Scott Howe Bowen, Inc., the creditors' committee have also involved themselves in the affairs of the Ryer Recording Laboratory, which went into receivership several weeks ago. Stock control in Ryer is held by Bowen, Inc. Permission was obtained in the New York Federal Court the week before last to present within 30 days a plan of reorganization for the recording studios. What disposal to make of the recording plant will eventually be determined by the creditors' committee.

Bowen declared last week that with the exception of three stations his creditors had readily agreed to the committee idea. He added that his indebtedness to the stations was not a large one and that he felt confident that he would in due time be able to pay them off to the last dollar.

Annenberg Papers Nix WMCA Spot Advertising On Horse Race Results

New York Telegraph and the Racing Form, both owned by the Annenberg interests, have refused to accept spotlight ads in connection with the Kentucky Winners cigaret program on WMCA, New York, on the ground that the latter competes with the service offered by the newspapers.

Cig account is using two and a quarter hours daily, except Sunday, on WMCA to broadcast racing results. The big race of the day gets a hoof by hoof description.

It's the first instance known to the broadcast trade wherein a newspaper has turned down program advertising.

Political Coin Big

Lincoln, Aug. 27.

Just completing one of the hottest political primaries in years, Union Holding Co. ether links, KFAB, KOIL and KFOP, of Lincoln and Omaha, according to General Manager Dee Dirks, took in more than twice as much coin from the high-high boys than at any other primary in their history.

Receipts on the three stations totalled approximately \$5,100, which is about \$2,650 more than the previous vote-collecting sleigh.

GOVT. NO LIKE ASSIGNMENTS

Broadcast Privilege Not Fancied as Something to Be Bartered and Sold with Small Thought for Public or Government Opinion

NEW RULES

Washington, Aug. 27.

New move to end trafficking in radio licenses was contemplated last week by Federal Communications Commission as part of new deal for broadcasting.

Possibility that new and more stringent regulations to curb frequent assignments of franchises are imminent was suggested by order calling on all licensees to submit before Sept. 1 statements showing details of incorporation. Must reveal status as of July 15, showing list of stockholders and amount of their holdings, whether stock is voted directly or by proxy, list of all officers and directors, any arrangement or agreement with another person or corporation which may affect conduct of business.

Abolished Federal Radio Commission several times announced it would crack down on free-and-easy transfer of broadcast properties but only in remarkable circumstances was any effort ever made to carry out this policy. Rule was important more in the breach than in its observance and on several occasions recommendations of Commission ex-

NBC Advice, Backed by Survey Data, Suggests WLIT, WFI Get Together

WGN Hooking Up NBC To All-Star Football Charity Game in Chi

Chicago, Aug. 27.

Football game between the Chicago Bears and the team of college graduate football stars on Aug. 31 will be the second night game ever broadcast on a chain of stations. NBC did the same thing last year.

Goes on WGN locally at 8:15 p.m. CDST, with Quin Ryan at the mike. NBC, by arrangement with the Tribune's radio station, takes it on a national hookup outside of Chi from 9 to 10:45 p.m. CDST, with Hal Totten announcing.

aminers against suggested voluntary assignments were overridden by those at the top.

Whether Communications Commission in its new hard-boiled attitude will also rule against transfers of operating management even while ownership of licenses is unaltered is not known. A policy defining the operating as well as the owning set-up may also materialize if the government is opposed to barter and sale of the broadcast franchises.

Based on 'public necessity and convenience' the issuance of licenses is theoretically a matter for profound analysis of the broadcaster's qualifications. Hence the displeasure of officials at the leasing, subleasing or open sale of government licenses.

At the suggestion of NBC the web's present Philadelphia releases, WLIT and WFI, may get together under a single business management and merge their studio operations. Tied up with this proposal is NBC's anxiety to get the Philadelphia situation adjusted preparatory to the entry of KTW into the area.

A consolidation of WLIT and WFI, which share the same wavelength, would simplify things for NBC. To the merged outlet NBC could assign affiliation with the blue (WJZ) link, while KTW would be the local release for the red (WEAF) loop.

Prior to urging the two stations to get together, NBC showed them each the results of the cumulative analysis made of each outlet by the network and also advised them just what each one's rate would be under the web's new plan of station compensation, when and if it is put into effect.

WLIT is owned and operated by Lit Bros. department store, while WFI is the sales mouthpiece for Strawbridge and Clothier.

Charlie Phelps to N.Y.; Cunningham Night Mgr.

Chicago, Aug. 27.

Charlie Phelps, local night manager for NBC, switches to New York to try his hand at selling radio time for the network.

Will be replaced here by H. G. Cunningham, who has been with the program traffic department for several years.

★ THE FASTEST GROWING RADIO STATION IN AMERICA ★

RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

Outstanding Stunts:

**MERCHANDIZING FOOTBALL
WHB, KANSAS CITY**

**HAY FEVER TIE-UP
LUXOR PROGRAM**

**WHB's Football Set-Up
Kansas City**

Station WHB has evolved a technique for presenting college football games this fall. It suggests an economical and practical solution of football question which in the middle west is complicated by divided loyalties among the colleges as to broadcasting's desirability from a campus policy standpoint.

This year the so-called 'Big Six' (Missouri, Kansas, Nebraska, Oklahoma, Iowa, Arizona and Kansas Agric.) is giving colleges individual discretion as to broadcasts but they can't make up their minds. Same condition more or less is true of the 'Big Ten'. And in any event even if broadcasting of the games is permitted from the grounds it provides little hope for independent stations like WHB selling any time thereby. So WHB proposes to dramatize the football games in the WHB studios with the air of telegraphic reports of the play-by-play sent from the fields of the various colleges. Two football-wise sports commentators operating in Kansas City will take the material sent in by special WHB campus correspondents who will telegraph local color, personalities and other authentic dope to weave into the regular play-by-play.

But with a view to a full three-hour (2-3) broadcast WHB will have one Big Six and one Big Ten game each Saturday. Alternate quarters from each game will be broadcast thereby allowing the station time to prepare the reports for transmission. Games in Columbus or Ann Arbor may also complicate the problem through difference in time.

WHB is after a sponsor (naturally) but the set-up they are working might be employed in other parts of the country with regional modifications. On WHB the costs per broadcast (although station hopes

to peddle the stunt as a series rather than individually) are:

Station time \$230
Telegraph tolls 60
Announcers 100
Campus correspondents 30

Talent \$420

Merchandizing tie-up is attributed to WHB's outline. Each week from Saturday to the following Friday the public is to be permitted to vote on which games shall be broadcast the following Saturday. To vote a box top or some other token of cash patronage of the sponsor's product must be vouchsafed. Station makes daily mention over the air of the standing in the vote. Idea is to employ the enthusiasm of football fans for certain games as leverage to boost sales.

Topical Hay Fever

Schenectady. With the hay fever season now in full swing, Luxor, through its beautiful-announcer on the 'Talkie Picture Time' sketch, starring June Meredith, over the NBC red network, is stressing fact that its face powder will not harm females suffering from the sniffles.

Reason: orris root, which it is stated, irritates the nasal passages, is not one of powder's components. Sponsor, by the way, is offering a perfume as a throw-in for purchase of Luxor.

Add Hookum, Mix Well
Gadsden, Alabama.

WHB is jazzing up a local news broadcast with martial music similar to the background accompaniment of the cinematic newscasts. Edwin J. O'Malley, program director, concocted the program which Billy Hamilton announces and it's called 'Radio Newscast'.

Advantage in breaking up the newscasting with music, fanfare and noise is that it creates the impression of 'production' although actually representing nothing but a continuity and some discs expertly handled by the turntable guardian. Station believes chances of peddling the program to a sponsor have been greatly enhanced by giving it the 'March of Time' whoopla treatment.

Echoes and Choruses

New York. One-man echoes won't do anymore. On the bigger and better radio shows bigger and better

echoes to the commercial spolia represent the sponsor's increasing determination to pound home the message. Chas. & Sanborn roars over the Varsity and a chorus of male voices does an obligato. Its like the pastor reciting a line from scripture with the congregation breaking in, then the pastor again, and so on.

It's at least an artifice to get away from the stereotyped. That it very rapidly creates a 'busting' sense of resonance greater than more conventional advertising technique, to which the public is audio-brained, may very well be a legitimate guess.

Rates charts presumably rendered outside comment superfluous, and possibly presumptuous, yet the black-chalk chorus used by Chas. & Sanborn may point some sort of a lesson in the hardships of having or using only one sales argument.

Chas. & Sanborn have been single-tracked on the 'dated rat' thought for a couple of years. Apart from the rapping of other brands as stale and full of rat poison which is a type of advertising NIT and other stations have declared themselves opposed to it would seem sheer monotony would dull the edge.

Jimmy Durante was quite funny in several skits, paraphrasing familiar stage and café stuff, on the Aug. 25 program. He was a cop, a foreign legionnaire, a Spaniard, and between times Rubloff cut-gutted some hot music out of his responsive nature.

Milk Way to Cinema

Reno. For its Crescent Health Club, the oldest commercial on the station, KOH, Reno, is making use of the score card dodge. Kid listeners are urged to drink at least three glasses of milk a day and those who have a perfect score for a month are rewarded with an admission to the local Majestic theatre.

Newcomer's Old Home Week

St. John, N. H. Kieran Kelly, announcer and program director for CJLS, N. B., is the organizer of an Old Home Week in Yarmouth for the week starting Aug. 27. Kelly thought up the plan and called a meeting of local business men, getting 55 to attend. All were enthused about his scheme, there not being a dissenting vote to his motion. He is chairman of the committee in charge. Funds for the celebration will come from donations by local merchants.

Special steamer excursions will be run from Boston and New York. Highlight will be a baseball game between the Boston Braves or Red Sox and the local Gateway. Rotary

and Kiwanis clubs have promised 100% co-operation. The advertising will be in the air and press. Kelly has been a resident of Yarmouth only since last April, when CJLS was introduced to the air. Previously he was manager of broadcasting stations at Sydney and Glace Bay, N. S., and has been radio announcing and directing for the past seven years. Formerly he was manager of motion picture theatres.

WXYZ's Downtown 'Salon'

Detroit. Station WXYZ (Kunsy-Trendle) has opened a downtown radio salon as a means of tying-in with various commercials anxious to meet the Detroit housewife face-to-face. Lure for the ladies is seeing an actual broadcast, getting lessons in cookery, witnessing style shows, and otherwise having a holiday on the cuff.

As a clincher free light luncheon is to be served the chancellors of the family purses. That's provided by arrangement with food packers and merchandisers. Capacity of 20 tables (four to table) plus 100 extra chairs is announced.

WXYZ will have a variety of programs and stunts, many employing station or outside talent and all designed to hook up with sponsorship of WXYZ time.

Camay Hypocrite Contest

Schenectady. In order to stimulate interest in, and to check on the pulling strength over individual stations of its \$1,000-for-life-prize-winning-letter contest, the Procter & Gamble Co. on its Camay afternoon program (Barry McKinley and Ray Sinatra's orchestra) over the NHC red circuit, is offering 100 special awards of \$10 each for letters written between August 15 and August 31.

Authors of these epistles also have a chance to take down one of the 34 prizes in the grand contest. Women listeners are now being asked to send 100-word communications to the station, rather than to the Chicago p.o. box address first announced.

Loves His Art

Wilmington, Del. Hiking a total of 7,000 miles in the last four years to tell fans about Delaware's history is what radio did to C. C. Sanderson, the man behind 'Historic Ramblings', regular WDEL evening feature. Sanderson, who presents a program of rapid fire chatter on little known historical events and personages in the state's history lives 15 miles from town. He hoofbeats

whole distance every week and claims he likes it. Starts at 8:20 a.m. for a broadcast at 11 and despite sub-zero weather and rain, he never misses a turn. Says hike keeps him fit and gives him time to think. Program is aired every Monday.

100% Tracy

New York. Borden's '45 Minutes From Hollywood' captured quite a lot of the genuine flavor of vaudeville in its synopsis of Paramount's 'You Belong To Me.' Dialog, whether taken verbatim from the film or provided by the radio author, rang true. It was not over-silly, a fault common in rendering the argot of vaudevillians in the past.

Part of Lee Tracy was stimulated with considerable fidelity but over-emphasized inevitably so that there would be no doubt. It was Tracy 100%.

Use of a henpecked husband in the dramatized plug was smart. For once the usually wrong-guessing spouse is right when he slips Borden's evaporated milk over on the wife. In a burst of magnanimity the wife confesses he did her a favor.

Photo Talks

Newark. 'Photography' is the subject of a once weekly quarter hour over WOR. Material is prepared and program presented by the Brooklyn Institute of Arts and Sciences without financial obligation to either the institute or the station.

Large number of senateur addressees of the lens is assumed to justify the program and win listeners to the station.

Jackie Cooper Sub

New York. Empire Gold Co. in a tie-up with Metro's latest release, 'Treasure Island' will conduct a city-wide 'hunt' for a lad to play the boy part. Jim Hawkins, done on the screen by Jackie Cooper.

Sponsor uses stages of Loew theatres as part of the talent-hunt stunt. Story will be dramatized in screen parts for WOR, three installments for WINB and WHIN and excerpted for single broadcasts over WEAF and WEVD respectively. Guy Douglas is Empire's exploiter.

'Air Shopping' Clicks

Portland, Ore. Portland Public Market reports that business is booming, and gives station KOIN a major share of the credit. Less than two months ago this large market started a daily (Continued on page 14)

★ THE BEST PROGRAMS GATHER ★
★ THE BIGGEST AUDIENCE ★

BASIC NBC-8% daily

WORLD TRANSCRIPTIONS-13% daily

STAFF TALENT-6% daily

• 104 half hour programs produced
in one year for NBC

BEST SHOWMANSHIP RATING-VARIETY



WEBS' BOGEYMAN TACTICS

WIP, Philly, Maps Comeback

Ignores Press-Radio as Part of Campaign to Attract Attention by All Showmanly Means

Philadelphia, Aug. 27.

Newest upsurge in Philly against the Press-Radio Bureau is WIP's stand recently on the news broadcasting situation. With the station's staff now headed by Den Gimbel again, WIP is making all efforts to promote headline sources of its own. Special program events and news dashes are spotted throughout the day, with Jerry Crowley, studio program head, at the helm.

Thrup with Keystone Telephone impends for WIP as a means of line communication with the studio from local and surrounding points. All news events in Philly will immediately be covered by a station mike and announcer if this deal goes through. Studio has been expending plenty of money on its 'Front Page' program, a daily series of dramatized current news happenings and interviews with localities who make the headlines.

It is calculated that this procedure in stunt broadcasts will place WIP back near the top of the Philly broadcasting heap, a place which it long since lost. Swanky new studios, better programming and a new American Broadcasting web connection, together with high-spot scoop news shows are expected to do the trick. It is supposed that WIP will soon commence sponsor tieups with the parent Gimbel Bros. store on the basis of each air-advertised product being given sales handling in the emporium itself. Practice, used to some extent some time back, was dropped two years ago.

40 SECOND BREAKS AND NO CHISELING

Baltimore, Aug. 27.

New American Broadcasting chain, of which WCBM, Balto., is a major cog, is taking a long irking bull by the horns and setting down a general mandate on the practice of stations' slipping in minute blurbs for local consumption between breaks on chain programs.

As put into practice last week, there will be a 40 second pause between chain programs at all times. That leaves the individual stations an opportunity to insert word plugs without chiseling in on the chain sponsors' time or disrupting the flow of programs, as has frequently been a flagrant practice in the past.

In the event a station has no spot announcement to advertise it must fill in with chimes, pleasing word play, or whatever suggests.

Andy Still Relaxes

Hollywood, Aug. 27.

Freeman J. Gosden, Andy of the Amos and Andy radio team, is spending part of his vacation in these parts. Enroute to Chicago from Alaska where he fished and hunted.

Mrs. Gosden will come on from Chicago and return with her husband by motor.

INVASIONS TO TAME REBELS

Trade Thinks Some Buys Are Part of Campaign to Keep Station Compensation Demands Down

ERIE CASE

NBC and Columbia's recent surge of activity in the matter of buying and contracting for outlets of comparatively minor standing is looked upon by the broadcast trade as the forerunner of an acquisition campaign. Eventually these acquired and contracted outlets are expected to play an important part as pawns in the chess games that attend the dealings with recalcitrant affiliated stations, particularly those holding strategic positions as far as network commercial programs are concerned.

By surrounding troublesome affiliates with newly purchased and contracted outlets, the webs figure primarily on the psychological effect that these maneuvers will have. In the event one of the current affiliates gets too demanding or unruly the network calculates that all it will have to do is unavely call the former's attention to a web's nearby holding and suggest that it might be possible to relieve the local dilemma by moving this holding's transmitter into the recalcitrant station's territory.

Broadcasters see in NBC's current dickering for the purchase of

Cite Stoopnagle-Budd Precedent as Move to Liberalize Talent Rule

WILLIAM MCNEARY, OLD TIMER, DIES

William F. B. McNeary, who pioneered the broadcasting of kid programs, died of a kidney ailment last Saturday (26). As the 'Man in the Moon,' McNeary, then on the staff of the Newark Sunday Call, did a daily juve-appealing stanza on WOR, Newark, 11 years ago. Prior to that he had done some announcing for WJZ, New York, which was operated at the time by Westinghouse Electric.

In recent years McNeary has been assistant advertising manager of the Equitable Life Assurance Co. of the United States.

Good as New

Kansas City, Aug. 27.

Broken jaw, broken arm and severe cuts that kept Donald D. Davis abed for three months are now forgotten.

Davis has now resumed actively his head man at WJIB, Kansas City.

WLBW, Erie, possible illustration. The Erie outlet, they say, would be of aid in dealing with affiliates on two different key center fronts. In Cleveland there's WGAR, which has served G. A. Richards effectively in obtaining special rate concessions for his WJR, Detroit, from NBC, while in Pittsburgh there's WCAR, upon which the network currently depends for the release in that air of the red (WEAF) link's commercials.

Pointing to the recent appearance of Stoopnagle and Budd on the Gulf Refining program as a precedent justifying their stand, several acts under management contract to the CBS Artists Bureau are demanding the right to accept work on NBC commercial programs when and if these are made available to them. In a few of these instances Columbia has been advised that if the privilege isn't extended there won't be any renewal of contracts.

CBS highers-up admit that they didn't realize what they would be in for when they assented to the Stoopnagle and Budd date with Gulf three weeks ago. Agency on the all account, Cecil, Warwick & Cecil, is bringing the team back for another similar variety setup this Sunday (28).

Artists involved in the controversy with CBS hold that the day of the strictly NBC or Columbia affiliation is becoming passe and that the new order of things in commercial broadcasting makes it imperative that they be free to shift to whichever network a bidding advertiser has corralled the time.

Aside from the fact that it is no longer uncommon to find the same non-network managed performer appearing on both NBC and Columbia it is argued, the network should out of fairness make the rule flexible. With practically all CBS night time sold for the fall and the talent requirements for these programs filled, the artists think they should be permitted to take assignments on NBC, if offered by an ad agency.

★ 5000 WATTS • CLEAR CHANNEL ★

THE MOST MODERN TECHNICAL EQUIPMENT

RCA velocity microphones used exclusively
RCA transmitter located directly across the
Ohio River providing more than 15,000 microvolts
in Metropolitan Area...

More than 2000 microvolts in Secondary Area..

THE STRONG QUALITY SIGNAL in a RICH MARKET

New York Radio Parade

By Nellie Revell

New York Eye Post went on the air yesterday to publish a circulation contest now running in the sheet. Paper went for good number of thousand dollars for time and talent. Used WINS talent for the show and broadcast over WOR, WINS, WNEW. WINS is Hearst owned and operated station, so we have Hearst selling time to an opposition evening paper and the Post buying time.

Animal or Vegetable

Finger on duty at the double doors separating the studios and offices at NBC must list the names of each person entering the offices via the double doors (sexes don't count) and list the users as either artist or employee. If an unknown uses the corridor the page must surmise as to his occupation, i.e., artist or employee. Supposedly because the moguls eventually want to separate the two sections with closed doors.

Silent Whoops

Carlyle Stevens, CBS announcer, was at the microphone announcing the Keith Stevens' orchestra program, when a telephone call bringing news of the arrival of a son came into the control room. The operator printed a sign and held it up for Stevens to read. The happy nearly swooned.

Made An Impression

Paul Keast opens tonight in Boston on a new commercial sponsored by a New England Association of Painters and Sculptors. The association has schools through New England and are using the Yankee Network to drum up biz. Some years ago Keast, playing the lead in "Show Boat", posed for a bust by one Evelyn Morrow. She is a member of the association and when they decided to go on the air she saw that he got the job. He will fly up each Monday eve in order to get plenty of rest before rehearsing all day Tuesday for the broadcast.

Short Shots

Ted Jewett...one of the oldest announcers at NBC...and for the last two years supervisor of the night announcers is out...he was succeeded by Clyde Klitte...Mystery Chef returns to NBC for two morning spots on Sept. 15...Ralph Dumke of "Slaters of the Skillet" III in Baltimore last week...missed Friday and Saturday show...With Landt boys pinch-hitting...Larry Bill Higgins out at CBS...the supposed start of a CBS sustaining shake-up...Block and Sully return from the Coast to join the Kix-Lex show...The Two Blues and Larry Grant at NBC are now Sally, Irene and Larry...Bob Taplinger dropped into CBS press dept for his mail...staff being short-handed...Bob had to go to work before completing his vacation...Serves him right...Mrs. Ed Lowry left for Beverly Hills, Calif. Friday to complete arrangements for the leasing of their new home...Peg LaCentra instead of Florence Malone on NBC "Radio Guild"...also on "Phantom Strings"...Fray and Braggiotti back

from vacation in Europe...Jimmy Kemper back at NBC on Sept. 1...been ill...Jack Kearney goes sustaining at WINS...Tony Stanford...for several years production manager of NBC leaves this week to enter broadcast dept of J. Ward Thompson Agency...Charles Martin will not direct the Five Star Final when it returns to ABS on Sept. 1...Albert Phillips, who was Gen. Grant for 1,000 performances on Broadway some years back, is making at NBC...John Battle, who has been bedded with La Belle Grippie, is hobnobbing around on a cure...Sept. 15 he takes over the writing of Bobby Benson show...Pete Dixon is giving that job up...too much work...NBC has direct telephone wires to advertising agencies and agents that produce radio shows.

Stand By

Paul Johnson Choir and Leon Belmont Orchestra and Harry Butler Orchestra...Campus Choir...Evan Evans and Peg LaCentra are two shows that auditioned for Richfield (ins at CBS)...Molle show goes coast-to-coast for first time on Oct. 1...three times weekly at NBC...7:30 show with rebroadcast for the Coast...Graham McNamee rounds out the show with a sports spiel...Art Landry and Ann Butler return to WEA...Louville Peterson, soprano...and Victor Irwin and band...have been signed by CBS Artist Bureau...Adele Hanson vacationing in Switzerland...Bernice Berwin who plays "Hazel" in "One Man's Family"...expects the work...Lud Gluskin...the CBS orchestra conductor...dislocated his shoulder while conducting a rehearsal of the "Summer Interludes" program...those heavy numbers no doubt...Choral Islands' return to WMCA...Harry (Morgan) Lee...playing on the Jack Benny show...Hugh Conrad of CBS is father of a girl...The 11th floor audiences that surged into WMCA on a rainy day are no more...elevation do not stop at the 11th...Rosellen Callahan of CBS press dept is on a vegetable diet...Jimmy Saphier's "Modern Choir" was sold to Gulf with no audition...they were on one of the Pontiac auditions with Al Goodban...on Goodman's pay-so...Gulf hired them...Studebaker jumped Richard Himber's pay.

Scrambled Notes

Wentzels goes on NBC on Sept. 16 and for 13 Sundays after that for 15 minutes each Sunday...Arthur Allen and Parker Fennelly doing two new characters...B. B. D. & O. Agency...Jimmy Haupt new production man at NBC...formerly staff tenor for studio...Edward Longstreth...radio executive at Pedler-Ryan Agency...is no longer...Dana Blackman of Bigot, Barr, Castle...to mountains for 10-day vacation...Mrs. Leah V. Rule...traffic manager of ABS...has moved her three small children here from Toledo, Ohio...WSPD...and taken a home at Jack's 15-leads...Gene Heidt of CBS commercial sales...served a year in medical school...Howard Wiley is now production man of Emma Jettick show at NBC...Al Shayne is having imitator trouble in Chicago and Ohio...Dick Purcell...WMC hunkies to Mayfair Gardens in Baltimore...Off-shoot of numerous Molle auditions has Stark-Globet Agency giving Ray Heatherington and Martha Mears another audition...Brook Light Orchestra goes into Claremont Inn on Sept. 4...with a CBS wire...Fred Waring returns to town in three days...Ed Whitney doing Philip Morris Casey production for NBC while Lester O'Keefe is vacationing in Calif...Charles Webster will "Linson" on Bows and Drums when it returns on Sept. 9...John Schramm, who worked in musical research at NBC three years back, has joined the NBC production staff...Dyl a stretch with Amalgamated and WENX...June Aulick of CBS press to Cambridge for Labor Day week-end...The "Playboys"...Pete Bernard, Walter Samuels and Leonard Whitcup...begin a half-hour program at CBS...15-piece band arguments their two pianos...Harry Kramer is also back on the job at WNEW...he cracked up in a cab while hurrying to cover a remote broadcast...Terry Lawler of Hollywood Restaurant show gets a sustaining spot at WNEW...Walter Koonen, supt. of music at NBC, on vacation...Jack Smart yachting at City Island, caught bad cold and now talks way down here...Announcer Charles Tremont of NBC is vacationing in Buffalo.

Bellows Will Direct Industry's Fight on 25% Demand by Educators

Washington, Aug. 27.

Broadcast industry's defense against drive of educators for more radio facilities will be prepared and directed by Henry A. Bellows, former vice-president of Columbia, who last week quit and joined executive staff of NAB.

Bellows is marshaling facts and figures for presentation to Federal Communications Commission at hearings on statutory assignment question Oct. 1. Strategy director has been chairman of N. A. R.'s legislative committee.

It is anticipated that Bellows will at the NAB convention in Cincinnati Sept. 18 submit his resignation as a director of that organization. Though a resident of Washington the past three years, Bellows was retained on the NAB board by CBS as a representative of WCCO, Minneapolis, of which he was a former part owner. Station is now all Columbia's. It is understood that Hutcher will be CBS candidate for the board vacancy.

Madison, Wis., Aug. 27.

Radio plays a large part in the education of children today, and could assume a more important educational role under proper supervision, is the opinion of three University of Wisconsin faculty members.

J. E. Hansen, chief of the university's bureau of visual instruction; Harold B. McCarthy, program director of radio station WHA; and Henry L. Eulank, associate professor of speech, addressing state educators, said one of the best educational moves that can be made at the present time is to employ radio and motion pictures more profusely in schools.

Hansen said: "As educators charged with the direction and development of the future citizenry, we ought to interest ourselves both in the production and greater use of these educational methods and not leave them entirely in the hands of commercial interests whose primary motive is one of monetary profit."

SOUND BUSINESS POLICY

based on 21 years of EXECUTIVE BANKING

... and 23 years of SHOWMANSHIP

CBS-DON LEE DIVORCE DUE?

Do Advertisers Tire of Radio Soon?—CBS Asks

CBS sales promotion department is collecting data to prove that the mortality rate among broadcast clients isn't what the newspaper camp says it is. Idea is to show national advertisers as a whole have not over a period of years been less leath to quit newspaper than they have been radio.

Research section of the American Newspaper Publishers Association some time ago issued a brochure giving its own medium a wide edge when it came to comparing national advertisers who have proved year in and year out customers. Columbia's problem think that the group of advertisers selected for the ANPA finding couldn't have done otherwise but confirm a preconceived notion and that the story will be different when it's radio that does the card stacking.

3 Years Sports Contract

Rochester, Aug. 27. Kendall Oil has signed with WHAM to continue the Lowell MacMillan sports broadcasts through the 1937 World's Series. MacMillan started the Kendall assignment in July, 1932, with a nightly 15-minute review of doings in the sport world at 6 o'clock, augmented by spot broadcasts of golf, ice cream and yachting.

New three-year contract was placed by Landshaft and Bonning, Inc. of Buffalo.

BUZZ EAGLE'S JOB

Joins WCFL, Chi, to Handle Artists Bureau

Chicago, Aug. 27.

Malcolm (Buzz) Eagle has been appointed program and booking manager of WCFL, the labor station.

Eagle, who has had years of experience in vaude and other branches of show business, will start immediately to organize an artists bureau and inaugurate a build-up campaign in order to attract standard vaude performers to the WCFL mike.

SPONSORS

A. Mollander & Son, New York, now with Grey Advertising agency.

Northam Warren passes Orlowina to J. Walter Thompson along with Cutex, Pedlar and Ryan holds (Globe, another product).

Tastysat leaves William Rankin agency for Dorland agency, New York.

E. C. Melwig, New York, has the radio end of the C. F. Meliser, Jersey City account.

Sealed Power moves to John Wieringo agency, Grand Rapids, Mich.

Seiberling Rubber handled by Aldred and Fawcett, Cleveland.

Don Bernard Joins KHL

Hollywood, Aug. 27.

Don Bernard is the new program manager of KHL, the Don Lee CBS outlet here.

Bernard, formerly program director for NBC, Chicago, was also with Hays MacFarland Agency, Chicago.

BREAKAWAY IS ANTICIPATED

Columbia Wants to End Dependence Upon Regional Rajahs—Oakland as Solution to Bay District Coverage

TERMS

Oakland, Cal., Aug. 27.

Columbia has embarked upon the second move of its strategy to cut away from the Don Lee network when the present contract between the two expires. Through a deal CBS is reported to be negotiating with KIX, Oakland, Calif., the national web will be relieved of the need for depending on the Lee outlet, KFRC, San Francisco, for a release in the northern California area. Problem of coverage in the southern section of this state will be solved by Columbia's shuffling of alliance in KNX, Los Angeles. Contract with the latter was worked out earlier William St. Peley's recent stay on the west coast.

KIX is a 1,800-watter and is owned and operated by the Oakland Tribune. Outlet's proximity to San Francisco is sufficient, as the web sees it, to take care of CBS program requirements.

Situation between Don Lee and CBS has been similar to that existing between the latter and John Shepard, 3d, head of the Yankee network. In either instance the af-

An Outing

Practically the entire N. W. Ayer radio department journeyed to Washington last week to help Mickey Cochrane, Detroit Tigers' manager, put on his weekly broadcast for Ford Motor, which consists of a 12-minute monolog.

Gang, incidentally, attended that afternoon's game.

PRATT AND SHERMAN MOVE ACT TO KMOX

Chicago, Aug. 27.

Comedy team of Doctors Pratt and Sherman leave KYW here shortly to shift to KMOX in St. Louis.

Pratt and Sherman go to St. Louis about Sept. 15 and after some 10 years in radio around Chicago on WMAQ and later KTW.

Roth KMOX Conductor

St. Louis, Aug. 27.

Albert Roth joins KMOX here as musical director on Oct. 1. Bringing with him an orchestra of 14 as the staff band of the station.

Roth is a well-known in show business and St. Louis as a theatre orchestra conductor.

Illated regional link has held the dominating position. CBS had need of the local releases and the regional web dictated the terms. In the case of Shepard Columbia is seeking to get around the local dilemma through the contract it has entered into with WHDH, Boston. This time-buying agreement is to take effect when the CBS contract with Shepard expires two and a half years hence.

100% NBC BAN ON ALL PHONO RECORDS

NBC has declared a complete taboo on phonograph records as far as its own managed and operated stations are concerned. Order bars the NBC local station managers from permitting clients to use any stencillings other than the transcription variety, regardless of the time of day. Same restriction applies to sustaining programs.

In the case of existing contracts advertisers are free to continue with phonograph recordings, but once these deals expire it will have to be live entertainment or discs made for broadcast purposes. The NBC stations' managers are under instruction to replace phonograph records on sustaining affairs with live talent or transcriptions as quickly as possible.

Sustaining phase of the order means that the web figures on making the manufacture of sustaining programs a permanent part of its transcription department.

Pepsodent Keeps Buck

Chicago, Aug. 27.

Frank Buck show for Pepsodent will move to the 7:45 eastern time spot on NBC when Amos 'n' Andy returns to the ether.

Will have that spot right across the board. Both Pepsodent and Lord & Thomas reported satisfied with the Buck results due to universal age appeal.

QUALITY SERVICE

- Four distinctive network announcers on duty during peak hours...
- Station policy forbids more than three announcements each quarter hour...
- One announcement immediately following another is absolutely prohibited...
- Minimum of sustaining continuity emphasizes commercial copy...
- Effective merchandising service...

Here and There

Chester Aiken, national field service engineer for RCA-Victor, in an address in Albany described the 'magic brain,' a device to control interference in the newest type radio receiver.

Jack Pearl has been frolicking around Lake George, New York.

Naylor Rogers, general manager of KKK, promises a fish fry for the staff when he returns from his vacation.

Communications Comish in Washington had a caller in the person of Bud Ernst, KMPC manager.

WMC and WREC leases at the Peabody hotel, Memphis, not affected by appointment of A. L. Parker as trustee for the Memphis Hotel Co. A petition to court resulted in an order instructing Parker not to void the stations' leases.

WSGN, Birmingham, has probably the oldest speaker over the air in the south. He is Uncle Simon Phillips, 83-year-old negro. On each Monday night he tells about slave days.

Charley Flagler, of WCCC-WHO, Des Moines, is joining WSGN, Birmingham.

Les Connor, of the business department WBRB, Birmingham, has been vacationing in Boston and Lawrence, Mass.

Walter N. Campbell, program director KOA, Denver, on vacation. To Chicago and New York looking for program ideas for advertisers over KOA this fall.

Wm. Stulla, with KPFL, Denver, for several months as announcer, goes to KOA, Denver, same job. Succeeds Vance Graham, who resigned to tour Europe, studying radio conditions.

Fred Hoey, Boston baseball announcer, appointed Kentucky Colonel. Has been broadcasting the home games of both Boston

teams under the sponsorship of the Penn Tobacco Co., makers of Kentucky Club tobacco and Kentucky Winner cigarettes.

Russell Baker joined the staff of WDW Aug. 17 as announcer. Comes from KFAB, where he worked in the Lincoln studios several months.

'**Three Wizards of Oz**,' formerly with Ozzie Nelson's orchestra, are doing novelty numbers with Harold Austin's orchestra broadcasting from the stage of the Lafayette theatre Friday nights through WKLB, Buffalo, for beer commercial.

WRR's new Dallas studios were dedicated with elaborate ceremonies and salutes from other basic BBC stations.

Publicity Director Paul Norris, WSOB, Charlotte, N. C., has returned from a vacation in New York City. W. C. Irwin, commercial manager, same station, now in New York.

Moncton Broadcasting Company, with capitalization of \$12,000, to establish, equip and maintain a broadcasting service, in Moncton, N. B., has been organized with A. J. Leger, F. R. Sumner, O. L. Barbour, of Moncton, and H. M. Wood and J. L. Buck, of Backville, N. B., as the incorporators, all being politicians of that section. The new station is to replace CNRA, discontinued a year ago.

WDAY, Fargo, N. D., artists bureau has added the Albies Andrews, Leonard Dahly, Frankie Sanders and Don Fredrickson bands to its list.

Lauren Gilbert, formerly announcer for KFAB, Lincoln studios, leaves World Broadcasting to join the Globe theater at A Century of Progress.

James Pate has succeeded Bud Cherrington as manager of WACO, Waco, Tex. Cherrington has been transferred by the Southwest network to KIRA, Little Rock, Ark.

Soph Stays Around

J. Walter Thompson's radio department forgot to change the continuity and the Fleischmann program of last Thursday (25) had Rudy Vallee announcing over the air that Sophie Tucker would appear on the following week's bill. Agency had previously been advised that she had decided to stay over in England and put on a show and that the air date was for the time being off.

It's the 'tenth time that the Fleischmann date for Tucker has been postponed. Booking was originally made six months ago, and every time the agency has heard she was arranging to return to this side it has set her down for the Thursday immediately following the approximated date of her arrival.

Jean Aubert has dubbed for Miss Tucker. Same bill this Thursday (30) will have Chic Hale, Lou Holts and Val and Beale Stanton.

WIND Adds 3 Salesmen

Clare, Ind. Aug. 27

Evidently WIND, Gary, expects a flood of business this fall. In one clip has added a trio of salesmen to its staff.

Additions are Barney Irwin, formerly with WEEB in Duluth; Ed Babam of WSGN in Birmingham; and Loy Duddleston of KXYZ, Houston.

Elson on WGN Sports

Chicago, Aug. 27

Bob Elson takes John Harrington's place on the sports review from WGN at 5:30 daily except Sunday.

Harrington resigned to become assistant manager of KWK in St. Louis.

KOMO's Home Economics

Seattle, Aug. 27

Meeting the woman listener's demand for cooking info and household hints via the ether, KOMO-KJR last week created a special home economics department.

Named to head the bureau was Miss Hope Smith.

Standard Oil Co.

Goes for Football

Chicago, Aug. 27

Standard Oil Company is the latest to go a-buzzing for football sponsorship. Setting up a schedule for spot play-by-play reporting on Midwest pigskin tussles. Through the local McCann-Brockman agency.

Surveying Dangers

Philadelphia, Aug. 27

Howard Frasier, WPEN chief engineer, has become the most ardent driver in local automobile circles these late nights. Frasier has been driving about a specially constructed chariot equipped with apparatus to measure field strength of the studio's new kilocycle wave, and runs into the arm of the law at least once a night.

Coppers are not calculated to know the dial and switches his, and usually haul the engineer off the juggery for a talk with the magistrates on disturbing the peace and auspicious jangling.

Gibbons for Armour as Phil Baker Replacement

Chicago, Aug. 27

Floyd Gibbons to fill in for Phil Baker on the Armour show while Baker hops to Europe for a five-week rest.

Gibbons will broadcast from Chi and will be assisted by guest performers on the 30-minute show.

Sun Must Shine Sometime

Rock Island, Ill., Aug. 27

In an attempt to pull WHHF out of the red, stockholders of the Rock Island Broadcasting company have placed proposals before the Federal communications commission asking permission to install new equipment, move the transmitter and increase daytime power from 100 to 250 watts.

Stockholders have pointed out that at the present and for some time past the station has been operating at a loss.

AT LEAST ONE GAME BY WPEN BALL TEAM

Philadelphia, Aug. 27

Organization by WPEN of a studio baseball team to play orchestras and hotels on the station's remote pick-up schedule started this week by sharing valued press apnea. Initial challenge to Joe Frascolla's Adelphi hotel crew was completed on a local diamond, with the ark unit taking the studio's measure by 12 to 2.

All Philly dailies covered the contest and ran much art. Reckoning of the game was Jack Lynch's unspiring and three runs by Mickey Albert, Adelphi m.a.

What Gov. of S. Carolina Says Is Said in N. Car.

Charlotte, N. C., Aug. 27

Despite the fact that WFT is a North Carolina station, every candidate for governor in the present South Carolina primary campaign has purchased time on the station. Charlotte's location near the South Carolina line and her 25,000 watts power gives it the coverage of that state.

NBC Gumshoes Tenor

NBC has brought Tommy Morris east on the a. t. for a building as a new tenor lead. He's from Frisco NBC, where he assisted Meredith Wilson's musical programs on the vocals.

SCHULZE WEBB SHOW

Chicago, Aug. 27

Schulze Baking Company starts a three times weekly ride on WHHH, local CBS outlet, on Sept. 4. Talent comprised of Witmer and Blue, piano team, and Three Kings, male trio.

OLSON BUG ON WGN

Chicago, Aug. 27

Olson Bug Company set on WGN for a long-term ride, three times weekly for 26 weeks. Talent will be the two-plane team of Noble and Donnelly. Starts Aug. 27.

OUT WHERE THE POCKETBOOK IS RADIO MINDED -

46.85% of our listeners buy radio advertised products

32.8% listen daily to this Station!

Crooner-Stabber Sent To N.J. Insane Asylum; That Air Kiddled Him

Baltimore, Aug. 27.

Angelo Fabberio, local barber, has been committed to the New Jersey State Insane Hospital by a Jersey City court. He was under indictment for assault and battery upon the person of Harold McNamara, staff crooner of WAAT, Jersey City, who was knifed by Fabberio on July 1.

It is said that Fabberio had been suffering from melancholia resultant from his wife's desertion some months back. Hearing a Balto broadcast early last July, he thought he detected witticisms being directed at 'Angelo,' his baptismal name, chief among which was his claim that the pop song, 'Tony's Wife' had been paraphrased into 'Angelo's Wife' by radio men at his wife's instigation, and was being aired in that form to taunt him.

Descending on WFBR here, he demanded to see someone—anyone—who broadcast, Don Hix, Kiddie Klubbers, happened by and, when he admitted he broadcast, Fabberio immediately tried to attack him. Ousted by staff of station, he is said to have hopped a bus out of town in search of a radio station. First one he could locate was WAAT, where he inquired for an ether singer. Thinking him a fan, the receptionist called McNamara, whom Fabberio stabbed upon sight.

Ironie angle is, WAAT can't be turned in by local sets.

New Ia. 500-Watter

Waterloo, Ia., Aug. 27.

Announcement has been made that a 500 watt state police short wave radio broadcasting station is to be constructed before Sept. 1 on the WMT building at a cost of \$10,000.

Unit will be used to broadcast in the central, north, east and west sections of the state, police and other information designed to aid enforcement officers.

Cancel Dark-K-Knights

Charlotte, N. C., Aug. 27.

Dark-K-Knights, a blackface comedy script act on WBT, has been cancelled by M. L. Clois Company, of Atlanta, patent medicine manufacturers.

Lee Everett was writing the continuity and playing a leading part in the act. His transfer to WJSV, Washington, D. C., as program director, led the concern to cancel.

Bosch Obliges Explorers' Club, Changes Show Name

Explorers' Club of New York objected to the possible deduction that it was permitting its name to be commercialized and so the United American Bosch Corp.'s Sunday afternoon stamoa has undergone a change of title. Tag originally selected for the program was Radio Explorers' Club.

Bosch utilized the exclusive adventures' vein by naming the NDC affair, 'Radio Explorers' Program.'

New Chi Agency

Chicago, Aug. 27.

New ad agency was organized in town last week by two agency execs and an advertising manager. Firm is known as Morris, Windmuller and Essinger, Inc., and will open for business on Sept. 1.

Three names on the title belong to Philip Morris, who was vice-president of Matteson-Fogarty-Jordan Co., and president of the new organization; Robert L. Windmuller, former sales manager of the O-Cedar Corp., Anheuser-Busch Co., and Hussman Refrigerator Co.; George Essinger, formerly president of the United States Advertising Corp.

Phil Baker to Italy

Chicago, Aug. 27.

Phil Baker and family sail for Italy on Sept. 1, to be gone about five weeks.

Baker returns in time for the start of the fall series of the Armour program on Oct. 8.

TWO MILK PROGRAMS FOR VARYING AGES

Albany, Aug. 27.

Two radio programs to boost the milk publicity campaign have been approved by state officials. One will narrate the experiences of Robinson Crusoe and is intended to reach children between the ages of eight to 14. The other will be stories about Uncle Wiggly for children from four to eight. Each broadcast is for 13 weeks and they will go on 12 radio stations in the state, beginning Oct. 1.

Combats Poverty Idea As Concerns Iowa State

Des Moines, Aug. 27.

To combat the general impression Iowa is a heavy drought sufferer, KSO, Des Moines, is stressing the fact that Iowa will have a 20% higher farm income this year than last. The drought has brought distress to only the south third of the state.

Station is planning two programs daily featuring the increased farm income, the \$78,000,000 corn-hog money and money coming in through the Federal Housing Act.

A one-hour program daily, to be known as 'Going Forward With Des Moines,' sponsored by a dozen local firms, will use the studio orchestra and a 15-minute daily program will be devoted to selling the Federal Housing Act to the public by introducing the men in the state who are appointed to administer the act, and master painters, carpenters, builders, etc.

Editor Ashenburt

Chicago, Aug. 27.

John Ashenburt becomes editor of the Edward Petry company house organ, 'Spotlight.'

With the Ashenburt appointment to editorship the publication office of the house organ shifts to the local Petry office.

Sandy Meek, formerly with KTSB, San Antonio, is vacationing in the foothills of the Osarks.

Jack Fulton Solo

Jack Fulton is leaving the Paul Whitman orchestral organization. Like Bing Crosby, Ramona, the Rhythm Boys, Mildred Bailey and other Whitman proteges, the maestro had been building up the tenor-ironboust.

Fulton is auditioning for several radio commercials and going it alone.

Came's at CBS Playhouse, Not From Essex Eatery

Camel show will this season be broadcast from the Columbia Playhouse, meaning that while the Casa Loma band is doing duty for the big account there'll be a substitute unit filling the void at the former combo's regular dine and dance stand, the Essex House. When the big account's series resumes Oct. 2, Walter O'Keefe and three stooges will furnish the comedy. Still being dickered for are the Boswell Sisters.

Contracts all around are for 13 weeks plus an option for 13 more.

Frost Joins Kastor

Chicago, Aug. 27.

Prosperity has come to the man who changes names on doors at the Kastor agency here. He is working full time painting new radio exec names at that office. Latest addition is Ben Frost.

Frost was formerly with J. Walter Thompson here.

Mull Campbell Soup

Los Angeles, Aug. 27.

George McGarrett, western program director for CBS, and J. P. McEvoy left for New York to confer with Campbell soup execs on material for the picture talent program to start here Oct. 5. McEvoy will write the material.

FIDLER ON TANGEE

Hollywood, Aug. 27.

Jimmy Fidler has a contract to do a weekly 15-min. inside pictures broadcast over NBC for Tangee Hip stick.

Broadcasts will emanate from here, starting in December.

1934 FAIR AIR FUND HOPS UP 15%

Chicago, Aug. 27.

Statistics at the Century of Progress show an increase of 10 to 15% in number of hours of radio broadcasts this year over the same period last year.

Total for last year on the Fair books was 1,317 hours and 18 minutes of broadcasts coming directly from the Fair grounds. Allotment of time was NBC 347 hours, CBS 77, WGN 161, KYW 112, WLS 124, WCFL 105, and WWAE 340 in round numbers without the minutes for the period of May 28 to Nov. 12. This year they claim a 10 to 15% increase in broadcasts from the Fair grounds, with a total of 271 hours so far.

Figures for the individual stations this year tally up in a different proportion, with CBS and WGN getting a greater allotment. This year it's NBC with 247 hours, CBS 144, WGN 202, KYW 41, WLS 52, WCFL 131, and WJJD 84.

NBC Reasons

However, so far as radio coverage throughout the country is concerned NBC claims that radio broadcasts from the Fair have fallen off so much that the explanation for poorer business can be laid there. For instance, NBC claims that it sent out 1,600 hours of broadcasts over all of its network last year. As far as publicity goes that figure is vital since the Fair depends on visitors from all parts of the country. And this year they claim to be doing only one-fifth of that amount of broadcast hours.

Explanation is that last year the Fair was new and broadcasts could be sent out over complete networks. This year they can't force the same thing on the east and the west stations.

★ INVESTIGATION WILL PROVE *that* DOLLAR FOR DOLLAR WICKY IS THE BEST BUY *in the* CINCINNATI MARKET.. ★

New Business

SAN ANTONIO, TEX.

Faultless Starch Co., 15 minute recordings, three weekly, to Dec. 4, 1934. Through Russell C. Comer Agency, K. C. Mo. WOAI.

Flonah, Inc., 184 Joseph's Advertisements, an announcement per week up to Aug. 8, 1935. Through Lakes-Storo-Cohen. WOAI.

Norwick Pharmaceutical Co. (Liquor), three announcements twice daily until Nov. 3, 1934. L. C. Gumbiner Agency. WOAI.

Hotz Brewing Co., three announcements a week for 13 weeks. Through Khan-Van, Peterson-Tung-lap. WOAI.

Dr. Pepper Co., daily announcement and minute transcription Fridays to Sept. 25, 1934. Toney-Locke-Tawson. WOAI.

Armada Co. (rice powder), 15 minute transcriptions Tuesdays for 18 weeks. N. W. Ayer & Son. WOAI.

Dodge Bros., minute transcriptions, five times. Ruttrauff & Ryan. WOAI.

Knox Co. (Candy), quarter-hour transcriptions Sunday, 24 weeks. Dillon & Kirk. WOAI.

NEWARK, N. J.

Runkel Bros. (Hunko), returns **Macaulay** film serial to KOL on Sept. 22. Placed by N. W. Ayer, Saturday from 7:15-7:45 p.m., 13 weeks.

Empire Gold, 30 week contract for 15-minute programs starting Oct. 22, talent to be selected, Sundays at 3:45. WOIL.

Band Electric Corp. (Highlights, batteries), starts Sept. 9 for 13 weeks, Thursdays at 8:30, program "Travel Adventures of Donald Ayer," recorded by Brunswick. Placed by General Broadcasting. WOIL.

SEATTLE

Chris Soap, seven five-minute clips between Aug. 15 and 31. KOL.

Rhodes Dept. Store, fair spot announcements, Aug. 14 and 15. KOL.

Currier Tablets, evening announcements on KOL, Aug. 6 and 28.

McCaughey-Southwick (dept. store), series of 52 quarter-hour clips, starting December 6. KOL.

Washoff Protective Cream, 100-word announcements daily except Sunday over KOL for one month starting Aug. 27.

Kenneth Davis, series of 13 15-minute talks, Aug. 16, through Sept. 16. KOL.

Wood's Radio Service, series of

144 15-minute programs on KOL; started Aug. 16 to run for one year.

Westerman's Clothing Store, six spots, Aug. 15-19. KOL.

Signal Oil Co., three announcements daily, Aug. 14 to Sept. 13. KOL.

Band Electric Co., series of 13 weekly quarter-hour duos, starting Sept. 6. KOL.

Jaxon Brothers Co. (Lifebuoy soap), series of 52 five-minute duos, running each Monday, Wednesday and Friday evening; started Aug. 20. KOMA.

U. S. Tobacco Co., half hour program weekly on KJR for one year.

Richfield Oil Co., series of 56 evening 15-minute programs, daily except Saturday and Sunday, over KJLB, start Sept. 3.

PORTLAND, ORE.

Watson's Furniture Market, daily daytime announcements, beginning Aug. 14. KGW.

Washington County-Portland Industrial Fair, 15 daytime announcements, during month, beginning Aug. 22. KGW.

Hoting Store and Furnace Works, weekly half-hour musical program, beginning Aug. 17, one year. Placed by Mac Wilkins and Cole Agency. KEX.

A. C. Gilbert Co. (New York), eight 15-minute daytime programs weekly, beginning Oct. 26, transcriptions, placed by Charles W. Hoyt agency. KEX.

Oregon Institute of Technology, 13 nighttime and 13 daytime announcements beginning Aug. 30. Placed by A. William Delrymple agency. KEX.

Edwards Furniture Company, weekly 15-minute transcription program, one year, beginning Sept. 15. KEX.

Milton L. Gumbert, furrier, five minute daytime program six times weekly, beginning Aug. 16 until cancelled. Placed by Adolph L. Block agency. KEX.

Pay N. Train Stores, daytime announcements, beginning Aug. 18. Placed by Mac Wilkins and Cole Agency. KEX.

BOSTON

Radio League of the Little Flower (Father Coughlin), 26 one-hour broadcasts starting Oct. 28. Through B. W. Helwig, New York. WNAU, WRAN, WOLK, WMAS, WDRB, WICC, WLDZ, WEEA, WLBH.

Brackton Fair, 56 announcements, started Aug. 28; 7 participations in Musical Rhythmer starting Sept. 3.

7 announcements starting Sept. 9. Through Ingram Advertising. Boston. WNAU.

Scott Furriers, Inc., renewed for 53 half-hour broadcasts, effective Sept. 28. Through Aaron Bloom. Boston. WNAU, WLBH.

La Rose Co. (New York), renewed for 364 half-hour programs, effective Oct. 14. Through Martin & Sandak. New York. WICC, Bridgeport.

La Rose Co., 364 half-hour programs, starting Sept. 15. Through Martin & Sandak. New York. WAAE, WEAN.

A & P Tea Co., 315 announcements, starting Sept. 3. Through Radio Broadcasting Co. WNAC.

A & P Tea Co., 524 announcements, starting Sept. 3. Through Radio Broadcasting Co. WEAN.

LOS ANGELES

Richfield, five 15-minute transcriptions weekly, 13 weeks. Placed by Burnstine Agency. KNX.

Lobby, McNeil and Lobby, three 15-minute transcriptions weekly, 13 weeks. Placed by J. Walter Thompson. KNX.

Lobby, Duane and Ford, 20 spots through Sept. and Oct. Placed by T. S. Advertising agency. KNX.

CHICAGO

Kalamazoo Store Company, series of 12 15-minute programs three times weekly. (Cramer Krasnoff Company, Milwaukee.) WLS.

Capo-Masson's Laboratories, Little Falls, N. Y., for two-minute announcements three times weekly. (Mitchell-Paul, Chicago.) WLS.

Illinois Central Railroad, 16 one-minute announcements twice weekly. (Caplo Company, Chicago.) WLS.

Stankraft, Chicago, six one-minute announcements three weekly. (Luswell T. Gray, Chicago.) WLS.

Reans Fur Company, three 15-minute programs weekly for 22 weeks. Direct. WGN.

Stiles Laboratories, three 15-minute programs weekly for 13 weeks. (Wale Adv. agency, Chicago.) WGN.

DES MOINES

City Club Beverage Co., renewal, one hour per week, eight weeks, Midnight Rhythm Club. Direct. KSO.

Heinem Glickman Furriers, 52 chain break announcements. Direct. KSO.

Phillips Petroleum Corp., 21 minute transcription per day, four weeks. Lambert & Fessler. KSO.

Engels Baking Co., five 15-minute programs per week, 12 weeks. Welch & Sizemith. KSO.

Gordon, Inc. (Country Club beer),

daily announcements, eight weeks. Direct. KSO.

Hudson Jones Motor Co., 53 chain break announcements. Direct. KSO.

Thrift, Inc., 53 chain break announcements. Halc Adv. Service. KSO.

B & B Shoe Store, 58 announcements. Direct. KSO.

Force State Fair, three announcements per day, three weeks. Lawrence Fairall Co. KSO.

Fr. D. M. Retail Bakeries, sponsored daily announcements, four weeks. Brown Adv. agency. KSO.

Quaker Oats Co., four five-minute programs, Fletcher & Ellis. KSO.

Yonker Bros., three one-half hour programs per day one week and renewal chain break announcements. Direct. KSO.

Century Lumber Co., two announcements per day, four weeks. Direct. KSO.

PHILADELPHIA

Kraft Publishing Co. (Woman's Home Companion), talks by Jean Abbey at 9 a.m. every fourth Thursday; 15 minute, 13 weeks. Quyer, Crowell Agency. WCAU.

Dodge Bros. Corp., five one-minute disc spot announcements. Ruttrauff and Ryan. WCAU.

Bristol Meyers Co., 15-minute transcriptions at 10:45 Thursday a.m., starting Sept. 8. Thompson, Koch Agency. WCAU.

Fashion Spot, Inc., participation in Musical Clock program for 15 weeks. Placed direct. WPMN.

Parisian Tailors, one hour weekly, children's program. Placed direct for 52 weeks. WPMN.

Margaret Penn Candies, three 15-minute programs weekly for 52 weeks. Placed direct. WPMN.

A. W. Wall, spot announcements weekly for 52 weeks. WPMN.

M. A. Brader and Sons, two 15-minute programs on Sunday, for 14 weeks. Direct. WPMN.

Fishias Spot, weekly announcements for 14 weeks. WRAX.

Imark Rug Company, spot announcements weekly for 52 weeks. Placed direct. WRAX.

Phila. Ice Marketing Service, 12 spot announcements weekly for 52 weeks. Placed direct. WRAX.

Lucas Paints, daily spot announcements for six weeks. Cox and Taux. WPI.

Nat'l Gold Buying Co., spot announcements, indefinite. Placed direct. WPI.

DENVER

Public Service Co., 15 announcements. KOA.

Hiscox, 13 one-minute transcriptions. KOA.

Shanghai Tea Room, one an-

ouncement daily, one month. KPFL.

Postum Shoe Co., five one-minute announcements. KOA.

Hamm Brewing Co., five 15-minute transcriptions. KOA.

Cleaver Cleaners, 24 announcements. KJLZ.

City Fuel Co., 100 announcements. KJLZ.

Public Service Co., 24 announcements. KJLZ.

Bargain Book Store, 11 announcements. KJLZ.

Man's Beauty Shop, 18 announcements. KJLZ.

Detroit School of Engineering, 15 five-minute transcriptions. KJLZ.

Band Electric Co., 13 15-minute transcriptions. KJLZ.

Virginia Meat Market, 24 announcements. KJLZ.

Fantus Shoe Co., 500 run of schedule announcements. KPFL.

May Co., 500 run of schedule announcements. KPFL.

Tony LaBelle, six announcements. KPFL.

Channings Restaurant, five announcements. KPFL.

Harry Steinberg, furrier, one announcement daily, one year. KPFL.

Gardner Nursery Co., one five-minute transcription daily, one month. KPFL.

Floran Coffee Roasting Co., 500 run of schedule announcements. KPFL.

Kramer Book Store, five announcements. KPFL.

Victory Theatre, 13 announcements. KPFL.

Globe Ins., one announcement daily, one month. KPFL.

Brigance Co., 59 announcements. KPFL.

Ray's Cafe, five announcements. KPFL.

Avery Apartments, one announcement daily, one month. KPFL.

Public Service Co., 20 announcements. KPFL.

A. J. Mosby, mgr. of KGVO, Missoula, Mont., back on the job after spending 10 days contacting the ad agencies on the west coast.

Andre Kogelnietz last week postcard the radio ads from Inter-laken, Switzerland.

Pickens Sisters have been signed for Eddie Dowling's forthcoming musical, "Thumba Up."

Clinton Bushman, m.c. for WGB, Buffalo, musical clock, back from Canadian trip, where he was heard on Toronto's Star four-hour fresh-air fund show over CFRB and Canadian network.

★ WILSON IS DOING THE REAL JOB FOR THE ADVERTISER! ★



L.B. Wilson

DENNIS KING
With Louis Katzman
Songs, Drama, Orchestra
15 Mins.
COMMERCIAL
WJZ, New York
Dennis King's previous com-

Radio Chatter

New York

Christian F. Morgard, for some time broadcasting a "Consumer Information Service" talk Monday noon over WGY, is director of the new Milk Publicity Bureau in the State Dept. of Farms & Markets. He is assistant commissioner of the department.

Sumshine Mann, story teller, philosopher and singer, is now heard over WGY on a daily slot at 5:45 p.m. Mann is making over WJZ and WOR about ten years ago.

Lois Gluskin threw his arm out at spot at rehearsal last Thursday (25). He belated the Ex-Lax show last night (Monday) with the limb all taped up.

Title of the Johnson songbook show on NBC, which starts this Sunday (28), has been changed to "Wayside Cottage" and the cast recruited to support Tony Wong consists of Loreta Poynton, Hazel Dopheide, Emory Darcy and Gloria Vanna.

Bill Sweet will direct the Blue Coal and Macadden shows for Ruthrauff & Ryan.

Lee Mortimer is pinch-hitting for Jack Laiz's Ginkley as m. c. on WJZ during Laiz's European sojourn. Billy Gluskin and Paula Smith are making a return on the same program.

Emory Kocsis, WJZW, Buffalo, Gypsy Minaret, father of nine pound baby girl born Aug. 21.

Harry Lenetsky sponsoring Martha Mears on NBC.

Members of Bixby Bear WGR cast and 75 kids were guests under special tie-up arrangement with Hag-

COLUMBIA BROADCASTING SYSTEM

LEON DELASCO
Singer-in-Chief
COLUMBIA BROADCASTING SYSTEM
W. Morris Hall, New York, Nightly
Solo Singing HERMAN BERNIE
1510 Broadway, New York

RAYMOND KNIGHT
Singer-in-Chief
COLUMBIA BROADCASTING SYSTEM
W. Morris Hall, New York, Nightly
Solo Singing HERMAN BERNIE
1510 Broadway, New York

RAYMOND KNIGHT
A. C. Spark Plug "Cuckoo"
Saturday, 10 P.M., Coast to Coast
"WHEATENVILLE," WEAF Network
Monday to Friday, Instantly
Starting Third Season Aug. 27

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Unbeck Wallace Circus at machine performance.

John F. Quayle from Columbia joins another ex-CBSer, Bert Morrison, in the program dept. at WMCA.

Andy Kanelis three mornings a week over WMCA.

Thirty meetings of the New York Advertising Club will be aired by WMCA starting Sept. 8. Various trades are dissected from 1:15-2.

Hal Lanning at the Box Theatre organ will be teamed with Rod Arzell in a regular Sunday morning combo music-philosophy interlude for WOR.

Revived at WOR are "Moonbeams" and "Choir Invisible," both sustaining programs that have been silent.

Ohio

Henry Fillmore, Cincy band leader and march composer, supplied T. M. Marine band with special music for the "Round the Mountain" for NBC blast.

Commanders, male foursome, again vocalizing hi-grade tones on WKCY, Cincinnati.

Iva Thomas McDaniels, sub-contractor, a newcomer to radio, on WKCY staff. She teaches violin in Dayton, Ky. opposite Cincy, and landed air job while accompanying her sweets to station for an audition. The b. f. missed out and asked Maurice Thompson, station manager, to bring in the girl warble ballads and semi-classics.

Bill Bailey, WLW continuity writer and occasional announcer, being kept from mike by hay fever.

WLW, Cincinnati, has four licensed aviators: Joe Chambers, tech super; Joe Emerson and Charlie Lenn, announcer.

Interesting novelty heard in some of unique arrangements played by Bob McElroy Masters on WLW, Cincy, are musical conversations between Pepe Perazzo, organist, and Bert Fisher, pianist.

Minnesota

WCCO is all excited over Roseanne Williams winning 1st final of the Hollywood Hotel contest. She's a Minneapolis gal, and got her radio start at WCCO, leaving here only four months ago for bigger worlds to conquer.

Pauline Lifen of KSTP's continuity department, left for two weeks in the northwoods.

Annamary Millard, WDGY's program director, is getting all kinds in announcing that she's going to become Mrs. Alvin Krakowski (the former U. of Minnesota football hero) on Oct. 18.

Edna Pughall, all spruced up in a natty new outfit, left WCCO for a trip to the Pacific Coast; back sometime next month.

Gertrude Paue is leaving WDGY's book-belonging to others while she enjoys two weeks' vacation in northern Minnesota.

The Raymond Smiths of WDGY are looking forward to that "extra charge."

Dorothy Federquist, hostess at KSTP, is soon to take the long march with D. L. Friedman, St. Paul attorney.

Excelsior amusement park fans are calling for a repeat of WDGY night: so much fun did everybody have!

After the "Walkathon," just outside the Minneapolis city limits, had been running for two weeks, it shifted its radio broadcasts from WDGY, local independent station, to KSTP, St. Paul NBC station.

C. T. Hagensen, formerly of the St. Paul Dispatch-Pioneer Press, is the new manager of WTCN's St. Paul studio.

Hal Lanning, radio announcer, formerly with WLS, Chicago, is the latest addition to the staff of WTCN, Minneapolis. He is a veteran of the mike, having gotten his start with Jerry Sullivan at the old WQJ station, Chicago. In addition to announcing at WTCN, he takes a hand in production and his character roles in dramatic sketches.

Jack Matricik and his band, now making personal appearances at theatres and dance halls throughout the Northwest.

Al Sheehan, WCCO announcer, went on the air a number of times to plug "Donnie Bush Day" at Nicollet Park in honor of the manager of the Mill City American League baseball team.

Pennsylvania

Wistler of Laura Walters, of WISW, Pittsburgh, is Mrs. Charles Hopkins, wife of Paramount clothes designer.

C. B. Hanson, chief engineer for NBC, is in Pittsburgh checking over the new KDKA studios.

Ernest Staniola, WGLA program director, is giving Lancaster radio five times the usual quantity of hours of organ music per week. New programs aired Monday,

Wednesday and Friday evenings at 7:45 with Staniola at the console. "Hollywood Press Agent" is title of new 15-min. radio program broadcast each afternoon from WGLA, Lancaster. Personalities of the screen, forthcoming pictures and movie gossip are discussed during the period.

Hines Hatchett, station manager at station WGLA, Lancaster, smokes seven cigars daily, an average of fifty a week, or, by the year, 1,750 cigars.

In an open air ceremony, Esther Louch and Douglas R. Armstrong married Aug. 23. The groom is controller for the Mason Dixon radio group.

Members of the WGLA station staff aided in the ceremony with Ernest Staniola, program and music director, playing the wedding march, and Cliff Grog of the station staff singing.

Harry Deane is a new addition to the commercial staff of the Station WOLK, York.

Jack Iyerly, WGLA, speaker and warbler, has joined the Lancaster's station commercial staff.

Station WGLA now including "and short Wave Station WXCX" in its station breaks. New experimental broadcasts on a frequency of 136 KC on Federal Comish certificate.

Eddie Gumbaker, chief of the technical staff of WGLA, Lancaster, now being in New York. Only complaint is miles of hedge which have to be trimmed weekly.

Al Manfre reading a new turn at voicing.

New org unit being built around Vincent Travers at WCAU.

Barney Zeeman's band leaving town for a tour, with Dot Allman warbling.

WCAU current awarding ten listeners engraved diplomas in the Better Homes effort course.

Art Paulding, new international niter, will debut Sept. 20 via the networks. Ambassadors invited.

Philis ether situation will get a final accounting this week. The impending merger between WFI and WLIT.

More booking being done out WCAU artist bureau by Marnie Sacks recently than in history of the station's branch organization.

Jan Havitt's WCAU house band leaves the Penn A. Coast for three weeks at the Plover Root and a week wire. Unit changes due.

J. P. McEvoy, Campbell Soup affiliate and CBS house band, left town over the weekend for a comba. Scheduler delivered six shows for an okay and seven to come before the agency begins production.

Smaller Philis independent outlets are keeping to cover these days and waiting out fall developments before determining future action in connecting with new stations and coming amalgamations.

Maryland

Freddie Huber voicing in New Mexico.

Purnell Gould back from work's big jaunt to N. Y.

Joe Imbrogno has been spooling so steadily about the exciting evenings he put in on L. I. during vacation with Geo. Schmidt of WOR and Dave White of WJZ.

Local lads feel they know the N. Y.ers.

A. B. Schilling, of Boss & Schilling, in for a day.

WJBR erecting a new \$750 neon-lit billboard to attract attention to new transmitting station.

Whole Wade House, current at the Hippo got an airing over WJBR last Friday.

Tennessee

Tastes of the American public in radio programs subject of WSM survey to be completed about October 1st. James White Ministrel Show now heads the WSM lists in survey.

With a microphone installed in the reviewers' stand, WSM will broadcast the parade of the bands at the American Legion State Convention which will be held in Nashville, beginning Sept. 19.

In about 60 days WJZ will open modern auditorium studio with the completion of the new wing of the Home Office building of the National Life and Accident Insurance Company, owners and operators of the station, at Nashville. Auditorium will be 12 feet in height, with floor dimensions of 48 by 70 feet.

Harlan Daniel, sales and merchandising representative of WSM, will visit Catherine Morrey.

John Lewis concert band and member of WSM staff, is a crack rifle shot and has won the Tennessee State Championship five times in succession.

Walt Lewis will enter the National Rifle Matches which are being held at Camp Perry near Cleveland, Ohio.

Walt Lewis, WRCB director, wife and daughters vacationed in Chicago.

Sales staff of WRCB in new offices, complete, adding the WRCB studios in Hotel Peabody.

Malcolm Todd, WRCB announcer, recovered from a slight attack of the flu.

J. T. Ward, vice president of the Life and Casualty Insurance Com-

Inside Stuff—Radio

Latest commercial achievement in television is having a premiere demonstration in Philadelphia at the Franklin Institute before leaving for the Worlds Fair. Invention by a local lad, Philo T. Farnsworth, is the long-sought "cold Cathode" tube, a current multiplier which makes television reproductions astonishingly clear.

Because used in the Farnsworth tube is the "bouncing" of electrons with terrific force between two plates. "The commercial possibilities," explains the inventor, "are beyond human prophecy. As a control device in the power field, a transmitter of television impulses, an amplifier, rectifier and detector, it opens a field never before contemplated. The multiplying quality of the tube in the television field means that pictures can be picked up in light ten times for a movie camera."

Political rates at KJL, Los Angeles, are back on a straight commercial basis. Double sack for other sectors has been discontinued and for a good reason. Up to a couple of weeks ago, rate for 15 minutes was \$180. Up north a certain politics was asked \$170 for an eight-station hookup on the Don Los coast chain, which takes in KJL. Result was that local supervisors and assemblies were buying time on the chain at a saving of 10 bucks. Squawks from dialers were plenty and the tariff has dropped back into the old slot.

Lightweight stations around Los Angeles have been taking the political bandwagon, gathering a few crumbs here and there. After Aug. 28, date of the state-wide primary election, the whole lot will be theirs to scrap over. Major spots will be loaded down with commercials on the peak hours from 3-9 p.m., which means that the upholders they are expected to do their haranguing over the smallest kilocycle steps on either side of the dinner hour.

Ben McLashon, owner of KOFI in Los Angeles, has put himself on the spot with his advertisers. He is making the race for the state senate with his only stump the 100-watt. If he fails to make the grade he may have to make apologies for the pulling power of his spot, since that will have to put him over.

WOC-WHO, Des Moines, will not pass to Cowles Brothers, Iowa publishers. There have been negotiations but B. J. Palmer, president of the stations, declares no deal is now pending.

Many and executive in charge of WLAQ, heads the Community Chest drive in Nashville's metropolitan district this fall.

Mildred Hughes, WREX, gone to the seashore.

Hattie King and Harold Dean Pearson, local radio artists, secretly married in Benton, Ark. May 4. Pearson director of orchestra for which his wife is pianist.

New England

Roland Winters, resigned his announcing position at Yankee net to become radio director for the I. J. Fox Co., a far outfit. Winters will announce and produce their several local weekly broadcasts.

Gerry Harrison of Yankee web vacationing at Bangley Lakes in Maine.

Ann Bagstation, song dramatist at WICC, Bridgeport, and WVIC, Hartford, auditioning in Manhattan.

WICC, Bridgeport, building up Virginia Thompson, regional winner in recent Dick Powell leading lady tourney.

Southern Connecticut orks donating services for benefit dance tomorrow (29) at Pease Beach.

Bridgeport, for four Jack Kellor nudickers who got hurt in auto accident on route to Maine.

Jim-Jam-Jam trio emanating from New Haven WICC studios, broken up, with Adeline Mansel continuing on her own.

Carl Lomax band, New Haven, auditioning for roadhouse location after season on S. S. Belle Island, Long Island Sound excursion boat.

Duke Ellington due to introduce show at Majestic, Bridgeport, week of Sept. 7.

Jud La Hays, WICC program director, will again stage Bridgeport Mutual Reserve club programs next winter.

Jimmy Genovese, Stamford gangster who debuted on WICC, now at WBYD, New York.

Alma Dettlinger, WBC's ace scriptress, back from Bar Harbor.

Pacific Northwest

First public utterance of Alexis M. Cardinal Lupicior since he landed on American shores was broadcast over KGW and fed to a coast-to-coast NBC network Aug. 19.

Sam Hayes, news reporter, made his nightly broadcast from KGW Aug. 17. Hayes in town to attend a meeting of his sponsor's gasoline representatives.

Ivan Jones, director of the KOIN Klock program, and the Mtn. spending their vacation in Blinnach, N. D.

Mrs. Elma Harkett, KOIN's "Hostess of the Air," returned from a two-months' tour of the East.

Red Dunning is an authority on "Range Ethics" and the leader of a crew of KOIN entertainers dubbed the "Walla Walla Sod-Busters."

Mike Arantien, KGW staff collector, and Howard Gifford, Boston pianist, have been making concert appearances in Alaska and British Columbia.

Tom Myron and his Scraggins will return to the air over KOIN on a six-a-week basis.

THE GREEK AMBASSADOR OF GOOD WILL

GEORGE GIVOT

Every Tuesday 10 P.M.

Coast-to-Coast

Columbia Broadcasting System

Personal Direction

HERMAN BERNIE

1510 Broadway, New York

AND HIS

CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC—Tuesday, 9:30 to 10 P.M., LIVE

(Phillips Dental)

WCAE—Friday, 9 to 10 P.M., LIVE

(Phillips Mts)

AND HIS

CALIFORNIA ORCHESTRA

COAST-TO-COAST

WABC—Tuesday, 9:30 to 10 P.M., LIVE

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(Phillips Dental)

Radio Showmanship

(Continued from page 35)

morning half hour broadcast of 'Air Shopping' over KOIL with Art Kirkham and Margaret Allyn touring the aisles with a microphone.

Natural listener interest in hearing actual description of products, together with short interviews with merchants, is now being augmented frequently by the use of talented singers and musicians discovered among the market staff.

Radio's influence is demonstrated daily in immediate response whenever bargain specials are offered, as well as in the remarkable increase in the volume of business.

Broadcast Rodeo

Station KOIL and KFIAD brought listeners in this area something they had never heard before when broadcasts of the Sidney, Iowa, four-day rodeo went over both stations.

Paul Luther of the Omaha staff was on the site for jolt by jolt descriptions and in all was on the air for some 18 hours in about a dozen different broadcasts, four over KFIAD and the rest over KOIL. All dates technicians of the Omaha studio worked out the mechanical details of the set-up which worked perfectly.

Broadcasts stirred listener interest to the point where many Omaha drivers over for the last show or two of the four-day program.

'The Crab'

Port Wayne, First of the new fall programs to get under way at WWOV is called 'The Crab' with Maxford Maxwell, station director getting cranky on everything in general.

Particular method of handling this squawk hour in for local store or

Columbia Broadcasting System

Presenting

THOMAS "FATS" WALLER

On Entire Columbia Network 3 TIMES WEEKLY

ALSO IN THEATRES

NOW HEADLINING

RKO Coliseum, New York

Direction

PHIL PONCE

The Original

Boop-Boop-a-Doop Girl

HELEN KANE

AND HIS

BAND

ON TOUR

B.B.C. NETWORK

ROY FOX

AND HIS

BAND

ON TOUR

B.B.C. NETWORK

fred allen's

HOUR OF SMILES

WITH

PORTLAND HOPPA

JACK HARRIS

LIONEL STANDER

MILVA FINE

KILKEN DOUGLAS

LENNIE MAYTON'S SPAN

THUNDERBOLTS

Material by Fred Allen and Harry

Management Walter Davidson

Wednesday, 8:15 P. M., B. & W.

W.F.A.

Mme. ERNESTINE SCHUMANN-HEINK

Presented by

GERBER'S BABY FOOD

W.F.A., W.C.B., Sun. 8 P.M., C.W.B.

personality on the pan to receive a check, purchased beforehand selling listening in. Malicious gossip is of course avoided but a general air of mystery is represented by Max.

How It Happened

New York. Special events department of W.F.A. with an eye always cocked at stage did the fairly obvious thing in connection with the armored car \$127,000 hold-up. Station brought a member of the Safe and Life Squad to microphone to outline the actual technique of stickup gangster.

Capt. Dan Curtayne of the Police Dept. did the topical spiel.

A Lesson

New York. During a 10-minute section of the Paul Whitman broadcast Thursday (23) the pace went so sloppy and the continuity cleverly stitched together so many personalities, bits, and specialties that it could serve as an object lesson in tempo for radio programs.

Semirhythmic dialog brought individuality of the Whitman ensemble in and out of the marathon that worked-up to Mike Fingerson's whistled climax on the band. Of course, this very thing has been done many times by Whitman on stage and cafe floor, but for radio it had the flavor of the exceptional.

Circulars Educational

Seattle. Making sure that its educational programs reach the greatest number of interested listeners, KOMO and KJR officials have adopted the plan of sending out letters before each of the broadcasts to individuals and establishments which are apt to be interested in the program.

For the nation-wide broadcast, set for Sept. 4, originating from KJR via NBC, of a talk by J. F. T. O'Connor, director of the Bureau of Education, letters calling attention to the program have been sent to banks throughout the state, with the request that the notice be posted on bulletin boards.

System is to be followed through on all such programs.

Mountain Climbing

Seattle. From 'way up there'—12,000 feet up the steep slopes of Mount Rainier, one of the nation's highest, KOMO announced and described the scenic panorama before them over a coast-to-coast NBC hookup last week.

Braving the treacherous glacial slopes of the mountain, three announcers and two technicians climbed to the mountain studio, slept overnight in the snow, and shot the carefully planned program remote to the Seattle studio on schedule. During tests made the week before, Wilton Hoff, announcer, fell 100 feet and was painfully injured.

A feat for expert mountain climbers, it is the first time that any adventurers attempted to carry such a load as the broadcasting equipment was across the glaciers. This broadcast was one on the KOMO-KJR program for plugging the Pacific Northwest to the nation. Another scenic radio trip, to go across country, will be the less hazardous journey to a Puget Sound fish trap and cannery this week. Governor Clarence D. Martin will be on this one.

Osbits Points With Pride

Newark. Oakite Co., one of the sponsors on Martha Deane's Women's hour over WOR, got a break from the Byrd South Pole Expedition last week. In talking about the product Miss Deane mentioned the lead of Oakite, a scouring powder, that Byrd took along with him on his previous trip and suggested that the account would appreciate it if some of the stuff abandoned at the time in the Arctic wastes were brought back for chemical analysis. Several hours later came a cablegram from Stephen Corey, supply officer with the Byrd expedition at the Pole, stating that he had picked up the WOR broadcast and he would be glad to bring back some of the old stuff if space on the ship allowed.

When Estelle A. Korn, exploiter for the Deane hour, relayed this message to the expedition's office in New York she learned that Corey had previously called up for a load of the product to be shipped aboard the City of Winchester, which is slated to take emergency rations to Byrd's two boats now at Dundee, New Zealand. Oakite order called for 1,500 drums.

Dinah Brand's unit is at the Linden House, Kerkhofen, N. Y., until Labor Day.

Isham Jones, after closing at the Rita-Carlton Terrace, Atlantic City, Sept. 5, will do eight weeks of vaude and one-nighters, leaving with take him through the Midwest and South.

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(Executive in Charge of Radio)

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W. R. Stuhler.
Don Steuffer.

Radio Reports

(Continued from page 33)

for the radio audiences. It is the type of material which WCFM listeners are most likely to enjoy. Downey and Rogers, standard vaude team, opened the session with easy talk and some nice recasting and piano-tinkling. Were followed by the Mobile Monkeys, who for that matter sang harmony. Brownson and Reese followed with songs and chatter while Frances Kennedy finished the session with heart-to-heart poetry and homely philosophy. (Cont.)

JACK DEMPSEY

Interview, Sports Hi-Lights

18 Mins.

COMMERCIAL

WOW, Fort Wayne

Interview on Sports Hi-Lights program which is sponsored by Kann-Schellinger beer products former ring idol's guest appearance and his local sale as reference for a fight exhibition in league park.

General items covered included some bits from his various encounters, travels and of course the new baby. Wally McNeill of station handled the formal talking and with Ben Tenney, sports writer on News-Record—news-biting.

Journal-Gazette sports editor who was out-of-town. Judging from turn-out at arena which followed later in day, this personality is still a real drawing card. Park was jammed. Informal talk in between rounds was also carried over air. If spotted right Dempsey might make the grade as an addition to one of the bigger air programs. He still has a mighty large public.

BOBOLINKS

With Mr. and Mrs. E. A. Link and Sons, Robert and Richard

16 Mins.

Sustaining

WCCO, Minneapolis-St. Paul

Here is a radio act composed of a mother, father and their two sons, latest three with bona fide voices, and comprising all-around versatility seldom found in these parts.

Mother is pianist and arranger, with the male side of the family handling the warbling. They sing solos, duets and shime in for fifty trio work, etc. On three times weekly, Mondays, Wednesdays and Fridays, at 12:15 to 12:30 p.m. (CST), this group actually highlights what WCCO calls its Noon High Light hour.

Family's first radio experience dates back years ago, when they started with WLGO (now WCCO). From there they trekked to Clearwater, Fla., Caveing, Ky., and their stuff for a while on the NBC Farm & Home Hour, in Chicago. Research.

CHEERIO

Clarence Tolman and Glenn Shelly

Musie and Songs

15 Mins.

COMMERCIAL

KGW, Portland, Ore.

Clarence Tolman, KGW's friendly voice tenor, and Glenn Shelly, staff organist, are on the air with their morning Cheerio program after a vacation of several months—this time for Crazy Wells water company in a daily 15 minute shot in the morning.

For two years Tolman and Shelly went through their morning Cheerio routine for an electric power company. When the contract expired, this last spring, it went off air.

Songs and philosophy delivered into the microphone by Tolman is Shelly's organ accompaniment. Commercial copy is given by station announcer. The good morning cheer and cheer up theme dominates and seems to have a great appeal.

Tolman's pulling power with northwest radio fans has set a record. He has been a member of The Oregonian station staff for several years, and his popularity for outside personal appearances has never dwindled. He is a real cowboy, brought up on the Idaho plains. From there he went to Shubert in New York and before joining KGW he was with Dobbs on the NBC network in San Francisco.

Half-Forgotten Americans With G. Monroe Mortimer

Historical talk

15 Mins.

COMMERCIAL

KW, Los Angeles

First series of straight talk programs on the Coast, now in fifth week, and starting to make the local sit up and take notice. Spotted at 7:30 Wednesday nights, series comprises clear, concise, quiet hour talks on figures in American history with whom present day population is little familiar.

Mortimer, who compiles his own data and delivers his own talk, is sponsored by a local jewelry concern specializing in buying old gold, with programs' theme music, 'Among My Souvenirs,' fitting in appropriately for the topic. Subject, when caught, covered the

SUPER-POWER DRAWS BIG CURIOSITY MOB

Cincinnati, Aug. 27

Crosley's new 500,000-watt W.L.W. transmitter plant at Mason, 21 miles from Cincy, is drawing 5,000 visitors monthly. Public inspection of it has been restricted to Saturdays and Sundays. Registration lists reveal visitors from every state in the Union and from 15 foreign countries. Scientists, engineers, educators, press men, students and every-day radio fans are among those who have given the world's largest sound tower the 0.0.

Visitors are shown through the Crosley studios, located a few miles from the hotel and theatre district of Cincinnati, daily, but audience of W.L.W. programs has been discontinued because of interference with talent and program routines.

Downey Armour Guest

Morton Downey does a guestie on this Friday's (31) Armour show.

Broadcaster will make the first of Downey on an NDC hookup since he allied himself with Columbia four years ago.

Jack Mills has the publishing rights to Masco's screen musical, 'Young and Beautiful.' Tunes he is publishing are 'Fruit Chut,' 'Lovely Evening' and 'Hush Your Fuss.'

Hls of John A. Sutter, California pioneer, on whose property gold was discovered, back in '48.

Mortimer has an excellent voice for etherizing and his talks are both entertaining and convincing. Fast signet has been covered the careers of Gen. Tom Thumb, General Gorgas, and Edwin Booth.

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PRINCIPAL DIRECTOR

BORDEN'S

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HOLLYWOOD

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at TEN EAST

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